

Date: 25-Sep-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: M. Smith  
  
Week of: 9/17 - 9/23  
  
Contract Number: 331703 - HL 6318509

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
1	6-7A Tu-F	:30	\$575	5	4	\$450	\$500
8	10-11A Tu-F	:30	\$250	5	3	\$225	\$75
20	6-630P Sat	:30	\$475	5	1	\$200	\$275
21	6-630P Sun	:30	\$500	5	1	\$250	\$250

**TOTAL REBATE (Gross) \$1,100**  
**(Net) \$935.00**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ RTV

☐ WPXI.com

☐ WPXI Mobile



Agency Message Media

Write-up Date 9/25/12

Client Pol. M. Smiki

Requested By D. Pavone

Campaign/Title Local Candidate

Resolution Date \_\_\_\_\_

Reason:

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒

Reference:

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 331703

Explanation of Adjustments by Requestor: LVC - see attached

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ <u>1100.00</u>	Debited: \$ _____
NET Amount to be Credited: \$ <u>935.00</u>	Debited: \$ _____

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

2. Local/National Sales Manager: D. Pavone Approved ☒ Date 9/25/12

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSi \_\_\_\_\_



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Message Media  
100 Albany Street  
New Brunswick, NJ 08091

# Contract # 331703

Schedule Dates 09/18/12-09/24/12  
Advertiser Pol/M Smith/D/OTH/PA (16939)  
Agency Message Media (5658)  
Product Political - State Candidate (1071)  
Brand POL/M SMITH/D/OTH/PA (137373)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments MATT SMITH 9/15  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* FRIENDS OF MATT SMITH

Date Entered 09/17/12  
Last Modified 09/17/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06318509  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$3,183.75  
Net Total \$18,041.25  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month Spots Rate  
Sep. 2012 43 \$21,225.00  
Grand Total: 43 \$21,225.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	5:59A- Channel 11 News 6am	4		X	X	X	X			4	<del>\$75.00</del>	450 \$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/17/12
2.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	7A- 8A (EST)			1	1	1	1			4	\$475.00	\$1,900.00	Pittsburgh (WPXI)	TODAY 7-8A/3	9/17/12
3.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	8A- 9A (EST)			1	1	1	1			3	\$425.00	\$1,275.00	Pittsburgh (WPXI)	TODAY 8-9A/5	9/17/12
4.0	Normal Line / Spot	09/18/12-09/21/12	4	:30	11:59A- Channel 11 News At Noon			1	1	1	1			3	\$375.00	\$1,125.00	Pittsburgh (WPXI)	NOON NEWS/7	9/17/12
5.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	5P- 5:30P (EST)			1	1	1	1			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 5-530P/9	9/17/12
6.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	5:30P- 6P (EST)			1	1	1	1			4	\$600.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 530-6P/11	9/17/12
7.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	5:58P- Channel 11 News At Noon M-F			1	1	1	1			4	\$775.00	\$3,100.00	Pittsburgh (WPXI)	NEWS 6-630P/13	9/17/12
8.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	10A- Ellen			1	1	1	1			3	<del>\$200.00</del>	225 \$750.00	Pittsburgh (WPXI)	ELLEN/21	9/17/12
9.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:59A- Channel 11 News 6am			1						1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/2	9/17/12
10.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	7A- 8A (EST)			1						1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-8A/4	9/17/12
11.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	8A- 9A (EST)			1						1	\$425.00	\$425.00	Pittsburgh (WPXI)	TODAY 8-9A/6	9/17/12
12.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	11:59A- Channel 11 News At Noon			1						1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/8	9/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Rate \$21,225.00  
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13.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5P- 5:30P (EST)	1	1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/10	9/17/12
14.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:30P- 6P (EST)	1	1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 530-6P/12	9/17/12
15.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/14	9/17/12
16.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	6A- 8A (EST)	1					1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	NEWS 6-8A/15	9/17/12
17.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	8A- 10:30A (EST)	1					1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8A-1030A/16	9/17/12
18.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	5:30A- 8A (EST)	1					1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	NEWS 530-8A/17	9/17/12
19.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	8A- 10A (EST)	1					1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/18	9/17/12
20.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	6P- CHANNEL 11 NEWS	1					1			1	\$475.00	\$475.00	Pittsburgh (WPXI)	NEWS 6-630P/19	9/17/12
21.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	6P- CHANNEL 11 NEWS	1					1			1	\$500.00	\$500.00	Pittsburgh (WPXI)	NEWS 6-630P/20	9/17/12
22.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	10A- Ellen	1	1							1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/22	9/17/12

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